Shaping the thriving hub of innovation that we proudly call home.

VALUES

COMMUNITY DRIVEN
Serving and connecting communities in such a unique region

NICHE APPROACH
Building rich media platforms around these communities

THINK GLOBAL
ACT LOCAL
Going deep within communities, while offering mass reach and distribution
We represent a unique region

Boston & its surrounding areas are home to thriving communities that shape our region & beyond
We’ve built media platforms to serve our communities
## OUR SECRET SAUCE

A niche media approach that scales

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Unique Visitors</td>
<td>16M</td>
</tr>
<tr>
<td>Total Monthly Page Views</td>
<td>82M</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td>2.5M</td>
</tr>
<tr>
<td>Social Followers</td>
<td>4.4M</td>
</tr>
</tbody>
</table>

Reflects unduplicated data across Boston Globe Media digital properties including Globe.com, Boston.com & B-Side
Our audiences are your target market

Boston Globe Media audiences...

- are primary decision makers for their organization: 211 INDEX
- hold advanced postgraduate degrees: 197 INDEX
- spend more on online purchases than the average consumer: 132 INDEX
- are purchase influencers, whom family & friends seek advice from: 121 INDEX

Source: Scarborough Research, April 2022; indices refers to the relative difference in BGM’s audience composition compared to the average audience composition (100 Index being average)
The work we’ve done for our communities

200+ regional tech companies evaluated

The definitive list of our region’s brightest tech innovators & leaders, curated by the Boston Globe

HEALTH EQUITY WEEK 2023
June 19-23
Bringing together the healthcare community to initiate crucial conversations on health equity, timed to recognize Pride Month & Juneteenth

5.7M sponsor impressions

#2 ranked mental health podcast

NAVIGATING Mental Health

POINTS

FOLLOW ON APPLE PODCASTS

32

Hosted by Frantzes Lys

Featuring Alex Verdugo of the Boston Red Sox and Mindfulness Expert Amishi Jha
Strategic & thought leadership partners

Santander  JPMorgan Chase & Co.  UBS  John Hancock

tv+  Meta  accenture  Microsoft

Pfizer  Boston Children’s Hospital  Moderna  Philips Healthcare

Boston Symphony Orchestra  New Hampshire Live Free  Little Leaf Farms  KitchenAid
Welcome to our Globe

Our Media Brands & Services

The Boston Globe: Award-winning journalism, delivered digitally & in print.

BOSTON.com: The region's leading digital destination for all things Boston & beyond.

Globe Events: Events & experiences, connecting communities to our journalism.

B Side: Social & email platform for Boston's thriving young professional community.


Studio B: Full-service multimedia content studio specializing in branded storytelling.
MEDIA CAPABILITIES

Premium Editorial Sponsorships
Email Newsletter Sponsorships
Native Newsletter Ads
Social Media Activation
Custom Audience Segments
Homepage Takeovers
Podcasts
Video

Custom Branded Content
Integrated Media Solutions
Content Creator Activation
Zip Code & IP Targeting
Brand Supported Special Reports
Interest-Based Targeting
Mobile Geofencing
High Impact Print
Editorial Alignment

Reinforce your brand’s credibility by aligning with storytelling from one of the most decorated and trusted newsrooms in the world.

With an aggregate audience of over 16 million across our media platforms, few media brands can compete with the authority and reach offered by our editorial properties.
About Our Journalism

The Boston Globe’s brand is synonymous with ground-breaking news and trusted information. With more than 225 journalists, we’re the largest newsroom in New England. Our renowned journalism and storytelling has brought award-winning podcasts and Oscar-winning movies, such as Spotlight. We’ve won 27 Pulitzer Prizes -- the highest honor in journalism.

Our readers realize the value we bring to the region: We also have the largest digital subscriber base of any US news organization in our class.
Dedicated Editorial Coverage

Our deep bench of talented journalists allow us to cover a lot of ground, serving the various communities that shape the thriving hub of commerce, innovation and culture that we proudly call home.
Premium Editorial Sponsorships

Premium editorial sponsorships allow brands to align themselves with meaningful, in-depth reporting of important stories our newsrooms are covering.

WHAT YOU GET:

- ‘Supported by’ brand logo treatment (or similar)
- 100% SOV of editorial-adjacent display ad units
- Opportunity to add custom elements to your sponsorship (ex: custom event or branded content)
Featured Editorial Sponsorships

Taking a niche media approach by digging deep into covering the stories that are shaping our community; these are some of our current editorial features available for sponsorship*:

ON THE STREET
Exploring the changing face of Greater Boston neighborhoods

BOLD TYPES
Sitting down with leaders in Boston’s business community

TECH POWER PLAYERS
Annual list of the most influential and interesting people in the New England tech scene

INTO THE RED
Shining a light on the climate crisis and illuminating paths toward solutions

*Subject to availability
Featured Editorial Sponsorships

Taking a niche media approach by digging deep into covering the stories that are shaping our community; these are some of our current editorial features available for sponsorship*:

**A BEAUTIFUL RESISTANCE**
Black joy, black lives as celebrated by culture columnist Jeneé Osterheld through a beautiful multi-media series

**THE GREAT DIVIDE**
Investigating race, class, and inequility in our education system

**SAY MORE PODCAST**
Exploring cultural trends, scientific discoveries, and breakthrough startups shaping the nation

**LOVE LETTERS**
Each season, Globe advice columnist explored one big theme in love and relationships

*Subject to availability*
PRODUCTS & SERVICES

Newsletter Sponsorships

A compelling way of reaching engaged audiences in a receptive environment, across a variety of topics and interest groups that fit with your brand.

Our newsletters boast an average 38% open rate (24% is industry standard), with approximately 80k followers per each Boston-centric newsletter, demonstrating the power of this medium.

- GLOBE.COM NEWSLETTER SPONSORSHIPS
- BOSTON.COM NEWSLETTER SPONSORSHIPS
- BSIDE NEWSLETTER SPONSORSHIPS
Put your brand next to our trusted name on one of our editorial newsletters and integrate your messaging throughout to capture reader’s attention.

SPECIFICS:

- **Advertiser options:**
  - Editorial newsletter - Logo + 2 Display Ads
  - Editorial newsletter - Logo + 2 Client-Supplied Native Ads
  - Editorial newsletter - Logo + 2 Studio/B-Produced Native Ads
  - Advertiser-exclusive newsletters: Address, Featured Properties

- **Available newsletters:** See the complete list of our newsletters and associated specs [here](#).

[Sign up for any of our Globe.com newsletters here.](#)
Align with sports, entertainment, and things-to-do content by delivering your message in a relevant context through lifestyle newsletters.

SPECIFICS:

- **Advertiser options:**
  - Editorial newsletter - Logo + 2 Display Ads
  - Editorial newsletter - Logo + 2 Client-Supplied Native Ads
  - Editorial newsletter - Logo + 2 Studio/B-Produced Native Ads
  - Advertiser-exclusive newsletters: SkiMail, Boston Traveler, Shops, TicketWatch, Address, Featured Properties

- **Available newsletters:** See the complete list of our newsletters and associated specs [here](#).
NEWSLETTER SPONSORSHIPS

BSide

The Globe’s platform catered to Gen-Z and Millennial audiences connecting the next generation of Bostonians through ‘daily edutainment from your informed friend’.

SPECIFICS:

- **Open rate**: 60%+ (industry avg - 24%)
- **Sponsorship opportunities**:
  - Logo Lock + 100-word custom story within newsletter
  - 24-hour Instagram Story Companion
  - Custom Giveaway or Promo Code
Boston Globe Media is capitalizing on the growth of the podcast market by inviting advertisers to take part in meaningful storytelling opportunities to connect to and impact their audiences in an engaging way.

Our podcasts allow us to connect with thriving communities in our region and beyond, and allow brands to speak to audiences in an uninterrupted, organic way.

- **EDITORIAL PODCASTS**

Listen to Love Letters [here](#).
Editorial Podcasts

Podcasts developed & produced by The Boston Globe’s award-winning newsroom & journalists, around topics that bring together interest-based communities.

SPECIFICS:

- **Podcasts**: Say More, Rhode Island Report, Love Letters
- **Available on**: Wherever you get your podcasts.

Listen to Say More [here](#).
Listen to Rhode Island Report [here](#).
PRODUCTS & SERVICES

Events & Experiences

The Boston Globe’s journalism & content brought to life

Globe Events is Boston Globe Media’s events team, with deep expertise in creating custom community-driven experiences.

From celebrating women in leadership and innovators in the tech industry, to curating deep meaningful connections amongst Boston’s top influential minds, Globe Events will get you a seat at the table.

- PRIVATE ROUNDTABLES
- PANEL DISCUSSIONS + NETWORKING
- THEMED WEEKS
- COMMUNITY EVENTS
Private Roundtables

This private event model enables your brand to engage with a target group of thought leaders, inviting a curated list of guests to contribute to an intimate and candid conversation.

SPECIFICS:

- **Brand’s choice of:**
  - Topic, showcasing thought leadership and expertise
  - Globe journalist or other moderator, providing subject matter knowledge
  - Guest list, leveraging the Globe’s influential network
  - Food/drink options and venue approval, creating the ideal ambiance

- **Available during:**
  - Standalone event
  - Custom event series
  - Tentpole alignment

*Addressing Physician Burnout with Technology, presented by Nuance*

The event invitation is linked [HERE](#).
Panel Discussions + Networking

This custom discussion, led either by the sponsor or Globe newsroom, services as the heart of a networking event, bringing together your target audience.

SPECIFICS:

- **Brand’s choice of:**
  - Topic, showcasing thought leadership and expertise
  - Globe journalist or other moderator, providing subject matter knowledge
  - Guest list, leveraging the Globe’s influential network
  - Food/drink options and venue approval, creating the ideal ambiance
  - Photographer and videographer (if conversation is recorded/live streamed)

- **Available during:**
  - Standalone event
  - Custom event series
  - Tentpole alignment

Vision of Tomorrow: Identifying When to Scale a Small Business, presented by Santander
Event recording can be viewed [HERE](#).
Themed Weeks

Integrate your event into one of our editorially themed weeks – week-long conferences focused on particular themes, allowing brands to dive deeper into a target subject area with a variety of viewpoints and thought leaders.

SPECIFICS:

- **Sample weeks:**
  - Health & Biotech Week (Feb 2024)
  - Sustainability Week (April 2024)
  - Health Equity Week (June 2024)

- **Sponsorship opportunities:**
  - Editorial event
  - Branded content event
  - Logo inclusion
Community Events

Events catered to any one of the many audience sectors we serve, open to a public audience to maximize community involvement and brand exposure.

SPECIFICS:

- **Sample events/ideas:**
  - Celebratory events - Boston Marathon, Salute to Nurses, Juneteenth, Top Places to Work
  - GlobeDocs Film Festival
  - Fitness, culinary, alcohol, arts, etc. classes
  - Fundraising/philanthropic events
  - Boston.com Book Club
  - Watch parties

- **Available during:**
  - Standalone event
  - Custom event series
  - Tentpole alignment

Salute to Nurses Celebratory Event
Read about our annual Salute to Nurses project [here](#).
Sponsored Content

Work closely with our creative experts to develop engaging, interactive content experiences

Our award-winning content studio, Studio/B, can partner with you to create custom programs, helping your brand stand out and conveying your message in a powerful, authentic way.

- PROVIDED BY ARTICLE
- CLASSIC ARTICLE
- IMMERSIVE ARTICLE
- CONTENT HUB
- THEMATIC HUB
- MAGAZINE ADVERTORIAL HUB
- CUSTOM-PRODUCED VIDEO
- POST-EVENT CONTENT
- BRANDED CONTENT PODCAST

Click here to view Dear Scientist, a content hub sponsored by Pfizer, exploring rare diseases with those diagnosed and the scientists who treat them.
Our full-service multimedia content studio focused on branded storytelling.

We specialize in helping brands convey their point of view through human stories that educate, inform & inspire action.
Our Storytelling Formats & Services

- Branded Article
- Film & Video
- Podcast
- Social Content
- Native Newsletter Ad
- Special Reports
- Content Creator Activation
- Custom Content Hub
- Creative Design
- Custom Printed Material
- Creative Project Management
- Content Strategy

BRANDED CONTENT
Provided by Article

An existing published piece of your brand’s content that Boston Globe Media will reformat, republish, and redistribute using our wide-reaching platforms.

SPECIFICS:

- **Included services:** Creative content services including editing & proofing, Article layout in Globe sponsored page format, Promotion: native ad slots on BGM owned properties, Promotion: targeted social ads across Facebook, Instagram and others as needed, Article hosted on Globe.com sponsored page for a minimum of 2 years
- **Distribution platforms:** Globe.com, Boston.com, Facebook channels, Instagram channels, LinkedIn (optional channel)
Classic Article

A narrative branded storytelling format - reported, written and presented exclusively for your brand.

SPECIFICS:

- **Included services:** Access to our full-service content studio to produce unique custom content: concept, produce, write, edit/proof, publish, Article and imagery layout in Globe sponsored page format, Promotion: native ad slots on BGM owned properties, Promotion: targeted social ads across Facebook, Instagram & others as needed, Article hosted on Globe.com sponsored page for a minimum of 2 years
- **Distribution platforms:** Globe.com, Boston.com, Facebook channels, Instagram channels, LinkedIn (optional channel)
Immersive Article

A completely customized full-screen presentation, leveraging all multimedia tools at our disposal to create a story that is uniquely yours.

SPECIFICS:

- **Included services:** Access to our full-service content studio to produce unique custom content: concept; produce: write, illustrate, design; edit/proof; publish. Article and imagery layout in Globe sponsored page format, Promotion: native ad slots on BGM owned properties, Promotion: targeted social ads across Facebook, Instagram & others as needed, Article hosted on Globe.com sponsored page for a minimum of 2 years.
- **Distribution platforms:** Globe.com, Boston.com, Facebook channels, Instagram channels, LinkedIn (optional channel)

*Respect for Ocean shared by Maine lobstermen of all generations*  
Sponsored by Maine Lobster Marketing Collaborative  
Read [here](#).
Content Hub

All your content in one place, making a robust branded hub experience, ideal for conveying your brand values.

SPECIFICS:

- Content to include in hub:
  - Your brand’s existing content
  - Any content we create for you (articles, videos, content series, etc.)
  - Event recordings

Small business hub
Sponsored by Santander
Read here.
Thematic Hub

Seasonally and culturally aligned hubs highlighting the best and brightest minds in Boston across a variety of industries and topics.

SPECIFICS:

- **Upcoming hubs:**
  - Hispanic Heritage Month (Sept. ‘23), Boston’s Rising Stars (Sept. ‘23), Executive Excellence (Nov. ‘23), Best Bosses (Dec. ‘23), Black History Month (Jan. ‘24) or Juneteenth (June ‘24), Health & Biotech Week (Feb. ‘24), Tribute to (Women) Trailblazers (March ‘24), Sustainability (April ‘24), AAPI Heritage Month (May ‘24)

- **Available on:** Globe.com, promoted on social handles

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Health Equity Heroes

In alignment with Health Equity Week

Read [here](#).
Magazine Advertorial & Hub

Multi-platform advertorials feature top individuals / companies within a sector, showcasing brand offerings amidst similar company.

SPECIFICS:

With a purchase of ⅓ page or larger, partners will have reserved space to tell their brand’s story through 200 words and one photo. Additionally, partners receive:

- A dedicated web page with image for that advertorial.
- Traffic drivers, social promotions and other digital opportunities are available as add-ons.

Click to view our annual Women in Real Estate advertorial (print & digital versions).
Custom Video

No matter if it’s an interview, product shot, or an entire commercial, Studio/B’s in-house video team can concept, shoot, edit, and finish any video your brand needs.

SPECIFICS:

- **Video capabilities:**
  - Social video, interviews, editing, post-event recap, commercials, documentary, drone, original concepts, and more!
- **Available on:** Globe.com, Boston.com, BSide, and corresponding social channels

Click [here](#) to view a Studio/B original video about Flor Delgadillo, a Mexican multidisciplinary artist who integrates medtech into her art.
Post-Event Content

Extend the life of your event by giving a broader audience an insider’s look through written or video content.

SPECIFICS:

- **Content options:**
  - Recap a private event
  - Create a content series, further exploring topics from the event

- **Available on:** Globe.com, promoted to social channels
Branded Content Podcasts

Branded podcasts developed, produced & promoted by Studio/B, our in-house creative & content studio. Allows advertisers to partner with us to create a custom series around topics & themes that are important to your brand.

SPECIFICS:

- **Available on:** Wherever you get your podcasts.
- **Available services:** Podcast topic ideation and development, host search and guest booking, end-to-end podcast production and distribution, podcast cover artwork illustration & design, promotional asset production, creation of Podcast Landing page hosted on Globe.com, performance reporting

Listen to Turning Points [here](#).
PRODUCTS & SERVICES

Video

No story is told more effectively than one with the power of sight, sound & motion.

Our studio produces everything from highly polished documentary style videos to ‘quick & dirty’ social content that are authentic to the platforms they are showcased on.

Our videos excel at demonstrating how brands play a central role in a personal human story.

- STANDARD VIDEO
- IN STREAM VIDEO
- OUT-OF-STREAM VIDEO
- SOCIAL VIDEO

Check out Boston.com's Instagram here.
Standard Video

Utilize video for higher engagement rates than traditional display media, creating a captivating experience for readers.

SPECIFICS:

- **Specs:** file format: mp4, file size: max 10MB, aspect ratio: 16:9 or 4:3, length: 15-30s, click-thru URL, end card (jpg or png)
- **Available on:** Globe.com and Boston.com
In-Stream Video

This video footage provides a greater engagement and interactive experience for the viewer than that of a standard stagnant ad, automatically played with sound on.

SPECIFICS:

- **Specs:** file format: mp4, file size: max 10MB, aspect ratio: 16:9 or 4:3, length: 15-30s, click-thru URL, end card (jpg or png)
- **Available on:** Globe.com, Boston.com
Out-of-Stream Video

Maintain a constant branding presence through this unit, placed within a topically-relevant article and expands once video is in view and pauses once user scrolls past the video player.

SPECIFICS:

- **Specs**: file format: mp4, file size: max 10MB, aspect ratio: 16:9 or 4:3, length: 15-30s (max 60s), click-thru URL
- **Available on**: Globe.com, Boston.com
Social Video

Leverage the largest social footprint in the region via shareable, easily consumed social video footage, in the form of reels, giveaways, story highlight, etc.

SPECIFICS:

- **Specs:** See more about our social ad products [here](#).
- **Available on:** Globe.com, Boston.com, and BSide social channels (Instagram, Facebook, LinkedIn, TikTok)

Check out the BSide's Instagram [here](#).
Display Media

Strategic, always-on media alignment solutions.

With a collective reach of over 16 million unique visitors a month, Boston.com and Globe.com digital placements are a powerful way to make a splash.

- STANDARD DISPLAY
- SECTION-FRONT TAKEOVERS
- FULL SECTION TAKEOVERS
- HOMEPAGE TAKEOVERS
- RUN OF SITE
- SLIDING BILLBOARD
- SLIDER UNIT
- MOBILE REVEAL UNIT
- AUDIENCE SEGMENTS
- SOCIAL PRESENTED-BY ARTICLE
- SOCIAL DISPLAY PACKAGE
DIGITAL DISPLAY

Standard Display

Place your brand alongside the exclusive and extensive content on our digital sites - reaching people wherever they’re reading their news.

SPECIFICS:

- **Specs**: Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on**: Globe.com, Boston.com
Section-Front Takeovers

Align with topics your audience cares about, near the top stories in that particular sector.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com
- **Main sections:**
  - **Globe.com:** Metro, Sports, Business, Politics, Opinion, Health, NH, RI, Spotlight, Lifestyle
  - **Boston.com:** News, Sports, Weather, Food, Things to Do, Community, Culture, Travel, Real Estate
Full Section Takeovers

Hold a prominent brand presence in your subject area(s) of choice by taking over the entire section.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com
- **Main sections:**
  - **Globe.com:** Metro, Sports, Business, Politics, Opinion, Health, NH, RI, Spotlight, Lifestyle
  - **Boston.com:** News, Sports, Weather, Food, Things to Do, Community, Culture, Travel, Real Estate
Homepage Takeovers

The premier digital position, with an estimated 1.6 mil impressions, prominently greeting readers as they browse the day’s top stories. Own all units on the homepage on a fixed day.

SPECIFICS:

- **Specs:** Sliding billboard banners - 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com
Run of Site

Become a part of the reader’s journey by targeting them as they browse through various sections and articles on the site.

SPECIFICS:

- **Specs**: Sliding billboard banners - 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60

- **Available on**: Globe.com, Boston.com
Sliding Billboard

This horizontal ad unit (on section fronts and in articles) expands to reveal a larger unit, offering a unique user experience, increasing your ad’s impact.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile)
- **Available on:** Globe.com, Boston.com
Slider Unit

Tell a richer story through a multi-panel user experience that appears in-article pages, creating a more engaging experience than a standalone ad.

SPECIFICS:

- **Available on:** Globe.com, Boston.com
Mobile Reveal Unit

Increase your branding presence with this in-article unit that scrolls with the article once ad unit is in view, staying top of mind for readers.

SPECIFICS:

- Available on: Globe.com, Boston.com
AUDIENCE SEGMENTS

A powerful way to reach the exact audiences you want to be speaking to via custom first-party targeting by job titles, interest categories, demographics, geographics, etc.

SPECIFICS:

- **Off-the-shelf segments**: Arts Aficionado, Pro-Parent, Sports Fan, Homeowners, Business Decision Maker, The Affluent, Travelers, Shoppers, Young Spenders, etc.
- **Available on**: Globe.com, Boston.com
A turnkey alignment opportunity, connecting your brand to award-winning journalism and generating engaged traffic to your site.

SPECIFICS:

- **How it works:**
  - Your brand will appear as the presenting sponsor of select, relevant articles, handpicked by our team for your brand. The article is posted on a BGM social page, with your brand's social account tagged.
  - When the user clicks the post, they are directed to the article page, where your brand will own 100% of the ad inventory for that user session.

- **Available on:** Globe.com and Boston.com articles, promoted to Globe.com and Boston.com social channels.
Social Display w/ Custom Splash Page

Drive traffic directly to your site, and in turn drive sales, with this social activation, featuring a beautifully crafted splash page.

SPECIFICS:

- **Available on**: Globe.com and Boston.com articles, tagged Globe.com and Boston.com social channels
Print Placements

The Boston Globe is one of the world’s most prestigious daily newspapers, with a cumulative reach of over 1 million readers.

Print advertising offers a strong brand recall, high motivation responses, and long viewing time, holding a strong place in our product portfolio, 150 years later.

- STANDARD PRINT
- HIGH-IMPACT PRINT
Standard Print

Make a lasting impression through print ad placements, a brand experience that provides strong recall and premiere positioning.

SPECIFICS:

- **Specs:** See this sheet for full print specs.
- **Available on:** The Boston Globe, Globe Magazine
- **Special sections:**
  - **Globe Magazine:** Travel Previews, Your Home series, Top Places to Live, Parenting, College, Education, Juneteenth, Hispanic Heritage Month, Women & Power, Top Places to Work, Bostonians of the Year
High-Impact Print

Few media placements carry the gravitas of high-impact ads in the Boston Sunday Globe or Boston Globe (daily). Brands utilize these placements when they want to make a statement.

SPECIFICS:

- **Specs:** See this sheet for full print specs.
- **Available on:** The Boston Globe, Globe Magazine
- **Special sections:**
  - **Globe Magazine:** Travel Previews, Your Home series, Top Places to Live, Parenting, College, Education, Juneteenth, Hispanic Heritage Month, Women & Power, Top Places to Work, Bostonians of the Year